

# **Design Information & Report**

Documentation of UI/UX design decisions, system architecture, and verbal communication strategies for the ComfortCraft e-commerce platform.

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### **Project Details**

Designer: Hamed Tavakoli Dastjerdi

Group: Group 9

**Student Number:** 300321356 **Course:** SEG3525 - UI/UX Design

### **Project Links**

⊕ qerope.github.io/SEG3525-Assignments/Devoir1 d

☐ qithub.com/Qerope/ecommerce-app ☐

⊕ ecommerce-app-sandy-two.vercel.app ♂

## **©** E-commerce Objective

## **Project Overview**

### ComfortCraft

Premium Furniture E-commerce Platform

ComfortCraft is a sophisticated furniture e-commerce platform designed to provide customers with an exceptional online shopping experience for premium home furnishings. The platform specializes in high-quality furniture pieces across multiple categories including living room, bedroom, dining room, and office furniture.

## **Inspirational Sites**

### West Elm

Inspired the clean, modern aesthetic and room-based product categorization. Their use of lifestyle imagery and clear product filtering influenced our design approach.

Visual Design

## Wayfair

Influenced our comprehensive faceted search system and detailed product specifications. Their customer review system and checkout flow provided valuable UX insights.

Functionality

## **1** Interactive Process & System Image Design

## Follow-Instructions Process (Purchase Flow)

### **Progress Feedback System**

We implemented a clear 3-step progress indicator that shows users exactly where they are in the purchase process: Cart  $\rightarrow$  Checkout  $\rightarrow$  Confirmation. Each step is visually distinct with color coding (blue for current, green for completed, gray for upcoming).

#### Step 1: Cart Review

Users can modify quantities, apply promo codes, and see cost breakdown

#### Step 2: Checkout

Multi-step form with delivery info, payment details, and order review

#### Step 3: Confirmation

Order summary, delivery timeline, and next steps clearly communicated

## **Q** Exploration Process (Faceted Search)

### Semantic Network & Filter Design

Our faceted search system is built around the furniture buyer's mental model, incorporating multiple dimensions that customers naturally consider when shopping for furniture.

## Room Category

Living Room Bedroom Dining Room
Office

## Material Wood

Metal Leather Fabric

### Style

Modern Traditional Scandinavian

### Price Range

Interactive slider for budget-based filtering

#### Color

Visual color selection for aesthetic matching

#### Size

Dimensional categories for space planning

## Communication Process (Survey System)

### Non-Intrusive & Engaging Design

The survey is strategically positioned post-purchase and uses engaging, conversational language with emoji and incentives to encourage participation without being pushy.

### **Timing Strategy**

- Post-purchase confirmation page
- Optional link in navigation
- · Incentivized with discount code

### **Engagement Techniques**

- Friendly, conversational tone
- Visual progress indicators
- Immediate reward (discount code)

Multiple question formats

## **Representation Services** Nation 1 Nation 1 Nation 2 Nati

## Writer/Reader Model

### **Brand Voice & Consistency**

ComfortCraft speaks as a knowledgeable, friendly furniture expert to design-conscious homeowners who value quality and style. The tone is professional yet approachable, informative yet inspiring.

### Core Voice Attributes

- Expert: Knowledgeable about furniture and design
- Approachable: Friendly and accessible language
- Quality-focused: Emphasizes craftsmanship and durability
- Inspiring: Helps customers envision their ideal space

### **Conversational Effects**

- Survey uses "We'd love to hear from you!"
- Product descriptions use "you'll love"
- Confirmation page: "Thank you for choosing ComfortCraft"
- Consistent use of inclusive pronouns

## **Three Communication Objectives**

### Call to Action

Promotional language designed to drive immediate action and create urgency.

Example: "Transform Your Space with Premium Furniture! Save up to 40% on selected items!"

**Example:** "

Flash Sale: Free Delivery on Orders Over \$500!"

Example: "Shop Now & Save Big! 🔥 "

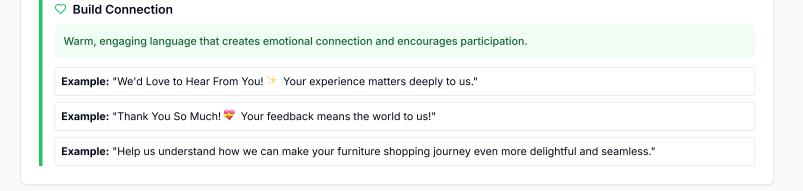
### (i) Inform

Clear, factual information to help customers make informed purchasing decisions.

Example: "Each piece undergoes rigorous quality testing. We offer a comprehensive 5-year warranty on all structural components."

**Example:** "Made from premium solid oak wood, it features clean lines and a natural finish that highlights the wood's beautiful grain patterns."

Example: "Dimensions: 72\" L x 36\" W x 30\" H | Weight: 85 lbs | Assembly Required"



# High-Fidelity Prototype & Visual Design

## **Visual Design Choices**

### **Color Palette**

- Primary Blue (#3B82F6) Trust, reliability
- Dark Gray (#111827) Sophistication
- Success Green (#059669) Positive actions
- Accent Red (#EF4444) Urgency, sales

### Typography & Layout

- Font: Inter Clean, modern, highly readable
- Hierarchy: Clear size differentiation for headings
- **Spacing:** Generous whitespace for premium feel
- Grid: Responsive 12-column layout system
- Cards: Consistent shadow and border radius

## **♀** Generative Al Acknowledgment

### Al Tools Used & Interactions

This project utilized ChatGPT mainly to help speed up the process of development where appropriate

### Coding - ChatGPT

- · React code debugging
- Product dummy info generation
- Other content generation

## Design - ChatGPT

- Dummy placeholder images/logos
- Report layout and writing improvement
- Start design inspirations help

Back to Home

**Browse Furniture** 

**Take Survey**